

1^{ère} COMPAGNIE FLUVIALE EUROPÉENNE DE BATEAUX À CABINES
PROPRIÉTAIRE ET EXPLOITANT



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For 33 years, CroisiEurope has been on the crest of the wave

For 33 years, CroisiEurope has had the wind in its sails on the most beautiful rivers in Europe. The proof being the 192,682 passengers who chose to take a cruise aboard the 26 boats that make up our fleet in 2008.

This independent, family business is the current market leader in river cruises in France and Europe. CroisiEurope employs almost 1 000 people for a turnover of 111 ME.

It is with rigour and passion that the banner of CroisiEurope flutters at the prow of our craft, setting sail for promising horizons.

Strasbourg, our port of registry in the heart of Europe

European par excellence and recognised nationally and internationally, CroisiEurope has chosen to remain firmly anchored in its native port of registry of **Strasbourg** where its head office is based.

The crossroads of Europe, a city of tourism and congresses, this historic, forward-thinking city suits our needs in developing our considerable potential beyond the frontiers of France.



HISTORY 1

1976 : CREATION OF THE BUSINESS

It was in 1976 that Gérard Schmitter, Alsatian by birth, created Alsace Croisières and launched the fashion of river tourism by offering lunches and afternoon dances around the port of Strasbourg.

1982 : THE FIRST BOAT

Gérard Schmitter acquired his first boat, the aptly named “L’Alsace 1” and offered a romantic cruise on the Rhine down to Rudesheim in Germany.

1984 : THE FIRST BOATS WITH CABINS

In 1984, the first boats with cabins, the “Hansi”, the “Kléber” and the “Petite France”, offered longer cruises with nights spent on board, thus extending the trip down the Rhine and its tributaries - the Neckar, the Moselle, the Main and the Saar – as well as offering cruises on Dutch inland waterways.

1986 : THE FIRST BOAT IN THE “PRESTIGE” CATEGORY

In 1986, CroisiEurope treated itself to its first “Prestige” category boat, the “Kellermann”. The new design of this boat offered excellent standards of comfort.

1990 : THE COMPANY BECOMES ITS OWN SHIPBUILDER

It was in 1990 that the company decided to take charge of designing all of its craft. An in-house engineer designs and constructs all of the company's boats. The “MS Liberté” was the first to inaugurate this work to take full control of the fleet. By banking on independence, Gérard Schmitter stood out from the crowd.

IN 1991 : CREATION OF THE PARIS OFFICE

In 1991, CroisiEurope opened its Paris office to meet the needs of its continuing expansion.

1993 : FIRST CRUISES ON THE DANUBE

1993 saw the launch of the first cruises on the Danube, which were to satisfy the markets trends of the time.

1995 : FIRST CRUISES ON THE RHÔNE AND THE SAÔNE

Launch of the first cruises on the Rhône and the Saône.



HISTORY 2

The story of a pioneer with ideas that hold water 1997-2002

1997 : ALSACE CROISIÈRES BECAME CROISIEUROPE AND ASSERTED ITS NEW, EUROPEAN DIMENSION

It was in 1997 that the CroisiEurope brand replaced Alsace Croisières in order to bring it into line with its European dimension, which goes far beyond the frontiers of France. The will to explore new river and maritime horizons is in perfect harmony with this strategic choice.

1998 : FIRST CRUISES ON THE SEINE

In 1998, the Seine and its meanders welcomed their first CroisiEurope cruises, which enjoyed considerable success.

1999 : THE SUCCESSION IS WELL AND TRULY GUARANTEED

It was in this year that Gérard Schmitter and his wife, Jeanine, decided to pass on their flourishing company to their four children: Patrick, Philippe, Christian and Anne-Marie. Each in his or her own unique area of competence will help to hold the course to success. Christian in General and Commercial Management, Patrick as Technical Director orchestrating and supervising the construction and fitting of the boats, Philippe handling the Management of the Restaurant and Accommodation side of the business and Anne-Marie controlling the financial currents on board all of the boats in the fleet.

2000 : DEVELOPMENT OF THE EUROPEAN NORTH / SOUTH AXIS

Development into Southern Europe continued with the first cruises on the Po in Italy, and in Northern Europe on the Elba in Bohemia.

2001 : CHOOSING TO BE DEMANDING TO OFFER THE BEST

Birth of the “Excellence” category, a new range of Luxury boats to ply up and down the Rhône, offering high levels of service. In 2002, it was the Seine that had the privilege of welcoming a boat to its waters offering top of the range cruises.

OPENING OF THE LYONS OFFICE

It was in the same year that CroisiEurope opened its Lyons office.

2002 : FIRST CRUISES TO PORTUGAL

In 2002, CroisiEurope set a course for Southern Europe with the first cruises on the Douro in Portugal.



HISTORY 3

The story of a pioneer with ideas that hold water 2002-2009

2002 : INAUGURATION OF THE STRASBOURG RIVER STATION AND OPENING OF AN AGENCY IN NICE AND ANOTHER IN BRUSSELS

Entirely redeveloped, the Strasbourg river station was inaugurated in the same year and two new agencies were opened, one in Nice, the other in Brussels.

2003 : LAUNCH OF 2 NEW BOATS

A first boat will strengthen the presence of the company in Portugal, the “MS Fernao Magalhaes”, and the second, on the Rhine, the “MS Leonardo da Vinci”, the prime destination of CroisiEurope.

2004 : THE CONQUEST OF THE EAST

CroisiEurope's conquest of the East continued with two long cruises, one of 12 days on the Blue Danube from Passau to the Black Sea, and the other of 9 days to the heart of Hungary on the Tisza. This year also saw the launch of the company's largest boat, the "MS Beethoven", with a length of 110 metres, a width of 11.40 metres and 3 decks. It offers accommodation for 180 passengers.

2005 : DEVELOPMENT OF THE NORTH / SOUTH AXIS

CroisiEurope is endeavouring to extend into the European North / South axis by launching its first cruises in Spain on the Guadiana and the Guadalquivir between Spain and Portugal, as well as moving into Northern Europe, from Berlin to the Islands in the Baltic Sea.

2006 : CROISIEUROPE TURNED 30!

This symbolic anniversary was celebrated in style, with several innovative projects and new launches.

2007 : LAUNCHING OF CROISIMER*

With the “MS BELLE DE L’ADRIATIQUE”, a cruise liner on a human scale with a capacity of just 200 passengers and quite unique due to its modernity and size, CroisiEurope launches out into the new field of coastal cruising: in Croatia, Greece and on the Red Sea.

2008 : OPENING OF A NEW AGENCY IN LAUSANNE

In addition to the offices in Strasbourg, Lyon, Paris, Nice, Brussels and Madrid, CroisiEurope is now much more easily accessible to their Swiss clientele after opening a new agency in the centre of Lausanne.

2009 : THE LAUNCH OF A NEW RIVER-CRUISER ON THE RIVER DANUBE – MEET THE “MS VIVALDI”

In order to meet the demands of an ever-growing number of faithful clients, CroisiEurope has built a new river-cruiser to join four other CroisiEurope ships on the wonderful Eastern European River Danube.



5 MAJOR ASSETS

NUMBER 1 IN ITS CATEGORY IN EUROPE

1 Excellent value for money

Originality is CroisiEurope's strength! It is the only French shipbuilder that owns and operates all its own boats. This particularity has enabled it to become number one in its category in France and Europe. The fact of being in total control of its own fleet enables it to offer excellent value for money.

2 Safety and comfort

The entire fleet designed and constructed by the in-house engineer is certified compliant with VERITAS standards, a real guarantee of quality. Comfort on the boats continues to improve from one year to the next to satisfy the growing demands of customers. The majority of the fleet is less than 5 years old, all the boats are checked from top to bottom each year and they are regularly renovated.

3 A real family spirit

An independent, family business, CroisiEurope cultivates real values in line with the pleasant ambience on its boats. Conviviality, availability and professionalism are always encouraged on board and, appreciative of this, the customers bear witness by remaining loyal to us.

4 Competent, efficient crews

More than 700 people currently work on the 24 boats that ply the most beautiful rivers in Europe to ensure the success of the cruises. Captains, pursers, entertainers, kitchen and restaurant staff, and hotel staff give the best of themselves to offer a quality service.

5 Exclusive cuisine

The only "floating" hotel structure of its type in France, CroisiEurope reigns supreme over the kitchens on its boats. In charge of the company's Chefs, Alain Bohn manages and designs his cuisine and specific menus in the pure tradition of French cooking with his passionate kitchen teams. From time to time, CroisiEurope joins forces with a number of renowned Chefs such as Paul Bocuse, Marc Haeberlin or Emile Jung to organise gastronomic cruises full of taste and flavour.



CroisiEurope official statistics

Passengers number and turnover continue to rise

2008 has been an excellent year, as can be seen by the official booking figures. CroisiEurope achieved a turnover of **111 million euros** in 2008 with **192,682 passengers**. This represents a rise in turnover of **7%** compared to the previous year.

Passengers number per river in 2008

Rivers	Passengers number 2008
The Rhine and its tributaries	56 800
The Elbe	9 200
The Danube	47 000
The Seine	21 000
The Rhône and the Saône	23 000
The Douro	13 000
The Guadalquivir and the Guadiana	6 800
The Po	2 000



Passengers number based on nationality

France	123 700
WESTERN EUROPE Germany, Austria, Spain, United Kingdom, Ireland, Italy, the Netherlands, Portugal	40 000
FRENCH SPEAKING COUNTRIES Belgium, Switzerland and Luxembourg	18 600
SCANDINAVIAN COUNTRIES Denmark, Finland, Norway and Sweden	5 000

The majority of CroisiEurope's passengers are French, with **64.18%** of the overall total. However, the marketing campaigns conducted outside France are now beginning to bear fruit, as **35.82 %** of passengers are from Western Europe, with Germans in the majority, followed by the Belgians, then the British, Spanish, Italians and the Swiss. Other smaller groups come from the USA, Japan, Russia and South America.



Top-rated customer satisfaction

CroisiEurope receive excellent feedback from their passengers, who seem to be very happy both with the level of service provided on board and with the quality of the programme of excursions provide.

This positive customer feedback goes some way to explaining why the number of passengers from outside France continues to increase year after year.

Apart from the excellent customer service, CroisiEurope is also distinctive in the market today because of the great loyalty of its clientele. Many of CroisiEurope's passengers have been travelling with the company since it came into existence over 30 years ago and this is what drives the company to keep looking for new destinations – they want to satisfy their loyal clients' expectations.

Unbeatable value for money on the market – 30%

CroisiEurope's biggest asset is its ability to offer cruises at the fairest price. This challenge is only possible because the company has complete control of all operational matters in the fleet, from beginning to end – from the first design of the ship, through to the creation of the ship and cruise, including sales and marketing management, maintenance, purchasing and training...

Overall, there are more than **1 000 skilled** employees who make sure that the day-to-day running of the company.

This method of operating gives CroisiEurope the ability to rationalise their costs as fully as possible and so they can offer cruises at prices which are **30% cheaper than other cruise companies** can propose for a similar product.



PROJECTS & CONSTRUCTION

CROISIEUROPE, AN ECONOMIC PLAYER WITH CLOUT

The construction of a boat: 63,000 hours' work

35,000 hours in Belgium

The hull and the engine for the new boats are made in the Namur shipyard in Belgium, which represents around 35,000 hours' work. They are then transported overland to the port of Strasbourg to be “fitted”.

28,000 hours in Alsace

Interior fitting and finishing is carried out in Strasbourg by 25 regional companies which are the best in their field – carpenters, tilers, upholsterers, kitchen fitters, ceiling fitters... – 28,000 hours are devoted to this work of comfort and embellishment with the help of the skills of around 40 people. Since 1999, CroisiEurope has been constructing two to three new boats a year, thus keeping the competition at bay.

Annual restoration of the boats : 1 month's work

When the icy grip of winter brings river tourism to a standstill, the boats are immobilised to take advantage of a thorough overhaul in the port of Strasbourg. Between November and March, the vessels are returned to their original condition and no detail is spared – paintwork, carpets, furnishings, tiling, parquet, TV-video equipment... This annual restoration allows us to guarantee the quality of the comfort and service levels offered. As one of the operatives underlines : “On a boat everything has to be impeccable because every detail is on view and this is all the more reason to be motivated”. Almost 20 people are employed throughout the year to make our craft look as good as new.



THE "MS VIVALDI", THE LATEST FLAGSHIP OF THE COMPANY

The "MS VIVALDI" is the company's 27th and newest addition to the fleet of river cruisers. It will navigate the Danube and will join four other craft from the CroisiEurope fleet on this river in order to meet the demands of the many passengers who wish to travel to this mythical destination.

Developed along the same designs that characterise the entire CroisiEurope fleet, the MS VIVALDI is 110 metres long, 11.4 metres wide and has three decks.

Equipped with the latest cutting edge technology, the MS Vivaldi combines comfort and safety in the optimum way. **Its new satellite-assisted navigation/driving system is proof of this technology** and it will provide genuine help with the ship's navigation. Recently developed by the University of Stuttgart, this system has been designed to provide an automated back-up for the captain's navigation through the calculation and interpretation of all data necessary to provide the ideal control. It gives both **additional security** and valuable assistance to navigational procedures.

This ship can accommodate **180 passengers in a total of 90 cabins**, each equipped with en suite shower and wc, hairdryer, safe, radio, flat-screen television, radio-telephone and individually controlled heating and air-conditioning.

The attractive restaurant located on Deck 1 can serve meals to up to 180 passengers in a single sitting. The ship's galley kitchen is furnished with the latest top-of-the-range, high-precision kitchen utensils and equipment in order to provide meals of the highest quality.

A very spacious lounge bar with a central dance floor offers passengers an ideal area to relax and socialise. There is also a second bar, located towards the stern of the ship on Deck 2. Smaller and cosier than the main lounge bar, the Pianorama Bar has a Video-TV and a pleasant adjoining terrace for relaxing, reading or socialising. Of course it goes without saying that the ship also has a very large sun deck of more than 1,000 square metres, where passengers can relax on sun-loungers and enjoy the sun and fresh air to the full.

The inspired decor gives a new, modern touch which is in perfect harmony with the on-board ambience. The up-to-the-minute colours of the furnishings and the clean, uncluttered lines of the furniture create an atmosphere on board that is full of sparkle and shimmer. Once again, CroisiEurope, leader of European cruising, has produced a ship of **exceptional quality** with the MS Vivaldi, which bears testament to its renowned expertise in this field.



WELCOME ABOARD

GUIDED TOUR OF OUR FLEET

Comfort : "Luxe calme et volupté..."

The vessels in CroisiEurope's fleet are distinguished by the clean lines unique to them. They are **82** to **110** metres long and **9** to **11.40** metres wide, depending on the size of the rivers. On board, everything has been designed to offer maximum comfort. The lounge rooms and dining rooms are spacious and elegant and fitted out with the latest technologies. The functional, welcoming cabins are very well equipped (satellite TV, carpet, shower, hair drier, WC). All of our boats are air-conditioned with an independent thermostat for each cabin. The top deck, which is open to the sky and includes a sheltered area, is the ideal place to take the air, lying in the sun on a deck chair, walking from one end of the deck to the other, or sitting at one of the tables under the awning.

Capacity and destinations

CroisiEurope offers **26** boats with cabins, with a capacity of **100** to **180** passengers, designed to sail whatever the water conditions, to slip under all kinds of bridges, from the Douro (Portugal) to the Elba (Germany), taking in the Rhine (France, Germany) and the Danube (Germany, Austria, Hungary, Serbia, Romania), the Rhône and the Saône, the Seine and the Po (Italy). Their flamboyant names evoke the Arts and Culture, the dream of far away places: "Renoir", "Van Gogh", "Monet", "Michel Angelo", "Mona Lisa", "Victor Hugo", "Modigliani", "Léonard de Vinci", "Beethoven"... These are the conquerors of the new destinations from North to South in our old continent of Europe with its rich history, which is just begging to be reexplored on a relaxing cruise.



Press Kit

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CROISIMER, CROISIEUROPE'S NEW CONCEPT

The MS “La Belle de l’Adriatique” is the first maritime boat of the company and its creation heralds great prospects of development for CroisiEurope, the owner of CroisiMer. The Belle de l’Adriatique necessitated an investment of 30 million euros. The 2008 aim has been reached, with almost **8 000** passengers at a decent average price of 1,300€ per person, including return flights from France.

A unique construction equipped with the latest technology

At **110** metres long, **12.80** metres wide, weighing **3,500** tons, drawing **2.5** metres of water, the MS “La Belle de l’Adriatique” has **5** decks, the latest generation of stabilisers, and a capacity of **200** passengers and **50** crew members.

The ship is equipped with all mod-cons, which give the customers the chance to have a wonderful time on board: a large restaurant offering excellent panoramic views of the sea, a very spacious lounge bar, at the stern of the ship, a Pianorama Bar with a wide terrace where there are wonderful views of the sunset. The sun deck is equipped with a fitness area, including two Jacuzzis, exercise machines, sun-loungers and a bar where drinks and light refreshments are served.

This new generation of vessel is designed along the lines of a large yacht. Fully adapted to navigate at sea, its design is certified to **VERITAS** standards, a genuine guarantee of quality and safety. The “La Belle de l’Adriatique” is entirely different from the other sea-going vessels which sail along the Adriatic coastline because it is able to hug the coastline and berth in the smallest of ports, thanks to its size.



THE "MS BELLE DE L'ADRIATIQUE" PROGRAMME :

From March to October : Croatia and Montenegro

The "MS Belle de l'Adriatique" is positioned at the edge of Dubrovnik on the Adriatic Sea in **Croatia**, from where eight-day cruises are offered around enchanting islands and into the renowned **bay of Kotor in Montenegro**.

Dubrovnik-Mljet-Korcula-Sibenik-Trogir-Split-Vis-Hvar-Kotor-Dubrovnik.

In November : ancient Greece.

Here there are a few voyages around **Greece in the Peloponnese, following in the footsteps of Zeus and Athena** and visiting some of the most beautiful sites of Ancient Greece.

Dubrovnik-Kotor-Corfou-Katakolon-Gythion-Piree-Corinthe-Itea-Cephaloniee-Corfou.

From December to February: Egypt and Jordan on the Red Sea

The "MS BELLE DE L'ADRIATIQUE" sails on the Red Sea, on a discovery tour of the treasures of Egypt and Jordan. This exceptional cruise follows in the footsteps of famous writers and explorers : Giza, the great pyramid of Kheops, Sharm El Sheikh, Saint Catherine's Monastery, the desert of Wadi Rum and Petra.

Sharm El Sheikh-Saint Catherine's Monastery*-Aqaba-Wadi Rum*-Petra*-Safaga-Luxor-Sharm El Sheikh.





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